

Message Text

UNCLASSIFIED

PAGE 01 BANGKO 33567 131435Z
ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
----- 109856 /47

R 131106Z DEC 76
FM AMEMBASSY BANGKOK
TO USDOC WASHDC
INFO SECSTATE WASHDC 7121

UNCLAS BANGKOK 33567

E.O. 11652: N/A
TAGS: BEXP, TH
SUBJ: WTD-MINOR HOLDINGS & INVESTMENTS (THAILAND) LTD.

REF: USDOC 18645

1. THAILAND
2. CNTRY CODE: 549
3. SER. NO: N/A
4. MINOR HOLDINGS& INVESTMENTS (THAILAND) LTD.
- 4.A. CODE: K
5. 44 NORTH SATHORN ROAD
6. BANGKOK, THAILAND
7. ESTABL: 1954
8. EMPL: 15
9. SIZE (21-X) SMALL
10. REPUTATION: (UNK) UNKNOWN
11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS
LISTED IN ORDER OF IMPORTANCE: LOCAL MARKET AND
U.S.A.
12. RPT. DATE: 12/76
- 13A. 33122/52 IMPORTER AND AGENT OF STEEL INGOTS
- 13B. 22110/52 IMPORTER AND AGENT OF RAW COTTON.
- 13C. 33124/52 IMPORTER ANDAGENT OF FINISHED STEEL PRODUCTS.
14. CONTACT: WILLIAM E. HEINECKE TITLE: MANAGING DIR.
15. CABLE: AUSTHAI
16. TELEX: TH2013
17. TEL: 233-4232
18. FINANCIAL REFS: MERCANTILE BANK LTD., 64 SILOM
ROAD, BANGKOK.
19. TRADE REFS: FERRUM INT'L INC., 666 E. OCEAN BLVD.,
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LONG BEACH, CALIFORNIA, CHINA CONSULTANTS INT'L

LTD., 3286 M STREET, N.W., WASHINGTON, D.C.

R.L. DIXON & BROS., INC. COTTON EXCHANGE BLDG., DALLAS, TEXAS.

20. AGENCY REP: EXCLUSIVE AGENCY FOR FERRUM INT'L INC., LONG BEACH, CALIFORNIA, FOR INDUSTRIAL RAW STEEL, ACQUIRED 1976, EXCLUSIVE AGENCY OF R.L. DIXON & BROS. INC., DALLAS, TEXAS, FOR RAW COTTON, ACQUIRED 1976, EXCLUSIVE AGENCY OF CHINA CONSULTANTS INT'L LTD., WASHINGTON, D.C. FOR FINISHED STEEL, ACQUIRED 1976, EXCLUSIVE AGENCY OF SHIN GOLLIN CO., LTD., CHUO-KU, TOKYO, FOR STEEL/TINPLATE, ACQUIRED 1974, EXCLUSIVE AGENCY OF SPACIFIC COMMERCIAL CORP., KACHSIUNG 800, TAIWAN, FOR STEEL, ACQUIRED 1974.

21. FIRM WAS ESTABLISHED IN 1954 WITH \$40,000 CAPITAL. IT ACTS AS A COMMISSION AGENT TO MARKET BUILDING INSULATION MATERIAL, ABRASIVES, BUTTER, MILK POWER, WINE, BEER, BAKERY INGREDIENTS, ETC., AND EXPORTS ASIAN ANTIQUES MOSTLY TO THE U.S. IT SHARES AN OFFICE WITH ITS AFFILIATED FIRM, THAI-AUSTRALIA CO., LTD., WHOSE MANAGING DIRECTOR IS ALBERT ALFORD, IN A TWO STORY HOUSE IN A BANGKOK BUSINESS AREA. MR. WILLIAM E. HEINECKE, MANAGING DIRECTOR, IS WELL-KNOWN IN THE LOCAL BUSINESS COMMUNITY HERE AS THE MANAGING DIRECTOR OF OGILVY & MATHER (THAILAND) LTD. A LOCAL BANKING SOURCE REPORTS FAVORABLY ON THIS FIRM. EMBASSY CONSIDERES THIS FIRM AS A SUITABLE TRADE CONTACT FOR U.S. BUSINESSMEN.

22. PREPARED BY: SIRITAJ APPROVED BY: JAMES H. SAVERY
AT: AMEMBASSY BANGKOK
WHITEHOUSE

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NNN

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